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ABSTRACT

Southern Oregon Drug Awareness (SODA) is a group of volunteers headquartered in Medford (Oregon) who work in cooperation with schools and other community agencies to reduce drug problems and other human relations problems among children and adults in Oregon's Jackson County through education, encouragement, and referral to social agencies. This report first describes the origins of SODA as an attempt to create a supportive organization for maintaining the local anti-drug movement sparked by the visit of David Toma, a nationally prominent drug abuse lecturer, in October of 1981. The six subcommittees forming SODA are identified next, and the accomplishments highlighted. These subcommittees work in the areas of business and industry, law enforcement, community information, parent education, the school curriculum, and youth development. The future plans of SODA are outlined in the last segment of the report. Appendixes present the original long-term goals, purposes, and objectives of SODA and its subcommittees, and a list of films on drug and alcohol abuse reviewed and recommended by the subcommittee on parent education. (Author/PGD)

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Southern Oregon Drug Awareness (SODA)

**Community and School Working Together
to Fight Drug Abuse**

Virginia Shaumleffel Johnson

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Vol. 26, No. 1

OSSC BULLETIN

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Southern Oregon Drug Awareness (SODA)

**Community and School Working Together
to Fight Drug Abuse**

Virginia Shaumleffel Johnson

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September 1982

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Preface

It is with special pleasure that we send this premier Bulletin of the new academic year to our subscribing members. The program described in these pages--Southern Oregon Drug Awareness (SODA)--represents an outstanding example of educators and community members working together to confront a major problem affecting both schools and society: drug abuse among school age children. It is our hope that this report on SODA's history and accomplishments will inspire similar efforts in other communities.

This Bulletin is special for two other reasons as well. First, the idea of devoting a Bulletin to the SODA program originated within OSSC's own Governing Board. Eileen Ashpole, a member of the Medford School Board who serves on the OSSC Governing Board, brought SODA to our attention.

Second, this Bulletin is the last one to be written by OSSC Graduate Research Assistant Virginia Shaumleffel Johnson. For the past two years, Virginia has contributed to the Bulletin series the very best in perceptive analysis and writing clarity. We wish her well in her new career.

Philip K. Piele
Executive Secretary

Acknowledgements

We would like to thank especially Eileen Ashpole who brought the program to the attention of the Oregon School Study Council and who provided the author with resources on the background of SODA.

We are also grateful to Judy Barr for spending time one August afternoon answering questions and furnishing the author with additional materials.

Appreciation is also due Richard Slaven, Virginia Stewart, and Arnold Green for answering questions during telephone interviews.

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Introduction

The April 1982 Practitioner, a newsletter published by the National Association of Secondary School Principals, reported a series of recent findings about drug abuse among public school children. Several of the findings bear repeating here to demonstrate the need for programs like Southern Oregon Drug Awareness (SODA).

Charles Chambers, director of the Division of Addictive Sciences at the University of Miami School of Medicine, estimates that of 100 high school students, 50 will experiment with drugs, 30 will continue their use for social or recreational purposes, five will move to more involved drug abuse, and two or three will become dysfunctional.

The United States Surgeon General estimates that the number of young people under the age of 18 who are regularly involved with some form of illicit drugs runs into the millions. Because these figures do not include dropouts and are based solely on currently enrolled seniors, even these estimates may be conservative.

Alcohol use is increasing. According to the Research Triangle Institute (Research Triangle Park, N.C.), only one in three students is a non-drinker by the time he reaches the tenth grade, and a full one-third are moderate to heavy drinkers.

The average age of first involvement with illicit drugs is dropping steadily. Instances of verified drug abuse at upper elementary and lower junior high grades are not uncommon.

The thirteenth Annual Gallup Poll of the Public's Attitudes Toward the Public Schools listed drugs as the number two problem facing schools today.

These findings, and others too numerous to include, indicate the serious problem of young drug abusers. Some have called drug abuse among school-aged children a national epidemic. The last statistic in the list above demonstrates parental awareness of and concern with the problem.

In Medford, Oregon, a group of women (most of them parents) from

the Junior Service League chose to deal actively with their deep concern about the drug problem in their area. Their original plan was to bring to their annual community education series a speaker to talk to students and adults about drug abuse. They soon realised that without thorough organization and careful followup, their speaker, no matter how dynamic or how much he moved his audiences, would have no lasting effect on the community. So twenty women began the organization that is known today as SODA.

SODA began with the Junior Service League in the community but soon moved into the schools. Acceptance of SODA's projects for the schools wasn't always immediate or unqualified, but currently a large measure of cooperation exists between the two parties. Eileen Ashpole, a member of the Medford SD 549C School Board and chairwoman of SODA's youth development committee, described the relationship in a May 10, 1982, article in The Mail Tribune, Medford's newspaper. She said, "It's very exciting that we have a true partnership between schools and the community." Richard Slaven, former assistant superintendent at Medford SD 549C and former moderator of SODA, in a telephone interview with the author, said that SODA effectively demonstrates "how the community can work with the schools, and how the schools can work with the community."

The SODA message is twofold and clear. First, those involved in SODA do not approve of drugs. As Slaven says, "Adults concerned about drug abuse need to be more aggressive and to say drugs are wrong. SODA members are getting away from the laissez faire approach to the problem." Second, people in SODA sincerely care about and want to help students and adults involved in drug abuse. In a telephone interview,

Virginia Stewart, principal of Hedrick Junior High School, and this year's co-moderator of SODA, described the atmosphere and attitude in the Medford area schools after SODA began its work:

There is an openness that makes it possible for kids to understand that while we don't approve of what they're doing, we are willing to listen, understand, and get help for them. That is important. It isn't condoning. We don't want drugs in school, but we certainly don't want to eliminate communication in schools.

Armed with the strategies of cooperating, caring, and taking a determined stand against drugs, within a little more than a year SODA has had a tremendous impact on the children and adults in Medford, Ashland, and neighboring towns. SODA's members' ultimate goal is to improve the quality of life in Jackson County by reducing and eventually eliminating the drug problem and other related human relations problems through education, encouragement, and referral to specific agencies that offer additional help.

History of the SODA Task Force

Events before David Toma Spoke in Medford

In spring 1982, the women of Medford's Junior Service League decided to have their annual fall community education seminar concentrate on drug abuse. According to Eileen Ashpole, "We were beginning to realize that the drug problem was pervasive. It wasn't just happening with 'someone else's kids'; it was or could be happening with some of our own." The league decided to sponsor a speaker who would educate adults and students about the realities of the drug problem.

During this time, Judy Barr, then president of the Junior Service League, happened to watch a CBS 60-Minutes segment that featured David Toma. Toma is an ex-police officer from New Jersey who during his career with the police department tallied up a remarkable arrest and conviction record. He is also a former drug addict. His life has been the model for two television series, Toma and Baretta. Currently he spends 200 days a year in front of students and adult groups, adamantly opposing the use of illicit drugs and alcohol.

Barr was impressed by Toma's message on television. "He didn't just tell kids not to use drugs; he also told parents to look at what they themselves were doing. He'd ask them, 'If you're smoking or drinking at home, how do you expect to get the message (about no drugs) across to your kids?'" Barr contacted Toma first through CBS, and then through his booking agent, who happens to be his daughter working at his home. Barr asked Toma to speak in Medford. Toma agreed, adding that his

fee was \$5,000. Barr went back to the Junior Service League, who agreed to engage Toma.

After the league made arrangements to have Toma appear in Medford on October 27 and 28, 1981, league members went to the superintendent of the school district. Barr explains, "We wanted as many students as possible to see Toma to get the highest 'return' on our investment. So we went to the school district." They were referred to Dr. Richard Slaven, who, although he assured them he approved of the idea, immediately began asking the women pointed and thought-provoking questions such as "What do you want to bring Toma here for?" and a question even more critical, "What are you going to do when he leaves?" He asked the women to present their request again to a meeting of Medford School District principals and gave them time to develop and write out on transparencies their goals and objectives for the Toma presentation.

The school district approved the presentation, and the goals and objectives the women wrote up became the beginning of SODA. Under the guidance of Slaven, a core of twenty Junior Service League women formed the Southern Oregon Drug Awareness Task Force and began preparing for Toma's visit. The newly formed SODA task force developed a set of long-range goals (see Appendix A). They divided into six committees, each responsible for a different phase of the program.

The School Curriculum Committee focuses on the drug awareness education of students and teachers. The Law Enforcement Committee concentrates on the laws concerning drug sale and use, lobbying for stronger drug enforcement and against the sale of paraphernalia or the

legalization of marijuana. The Parent Education Committee provides educational resources and experiences for any concerned parents. The Youth Development Committee works closely with the schools and other youth social agencies to help young people find alternatives to drug use. The Community Information Committee provides publicity for SODA and information designed to educate the community. The sixth committee, Business and Industry, seeks to educate business leaders about drug and alcohol abuse and seeks support from them.

The six committees each have a chairperson who is also a member of the SODA steering committee. The steering committee is made up of Junior Service League members, school personnel, social services personnel, and a wide variety of community leaders. SODA included social agency representatives from the beginning, so the agencies knew that SODA intended to cooperate with them, not replace them. Barr says, "We not only wanted to mend any possible broken fences, we also needed to benefit from their expertise." Slaven also advised the SODA women to include on the steering committee prominent community leaders who would lend credibility and influence to the organization. Barr reports that the response from the community business people, ministers, physicians, newspaper, and law enforcement and social services agencies was "fantastic."

With this strength behind them, SODA members continued to prepare for Toma's appearance. They contacted other places in the United States where he had spoken to understand better the impact he might make on Medford and neighboring communities. They attended a drug awareness seminar, and twenty-four members were trained to give parent education

classes on drug and alcohol abuse as followup to Toma's appearance. They organized the logistics of Toma's three presentations, planning busing and/or seating for 4,000 ninth through twelfth graders, 3,000 sixth through eighth graders, and 3,500 parents from Medford, Ashland, Phoenix, and neighboring private schools. They were physically and mentally prepared for October 27 and 28, 1981. However, most were not quite prepared for the emotional impact of Toma.

The David Toma Appearance

On October 27, 1981, women from the Junior Service League met 4,000 ninth, tenth, eleventh, and twelfth graders as they got off their school buses. They led groups of students to a prearranged place in the auditorium. A pep band played the theme song from NBC's "Get High on Yourself" week. SODA members had requested the music and permission to use it from the television studio.

David Toma spoke to the students for two and a half hours. His message was simple and extremely powerful. He said, "Kids, don't kill yourselves with drugs and alcohol" and "I, and many other adults around you, care what is happening to you." By the end of the presentation many of the students were in tears. As is his custom, after his speech Toma held counseling sessions with any students who wanted to talk to him. Judy Barr remembers thinking at the end of the presentation, "I hope someone shows up at the counseling session." She needn't have worried. Over 500 young people stayed to talk to Toma. He began meeting with them in groups of twenty, trying to help as many students as he could during the next two hours. "Students wanted to spill out all their drug and alcohol related problems to him. He had a real eye

for the kid that needed the most help," says Barr.

Barr says that if SODA had it to do over again, they would have had additional counselors standing by to help students and answer their questions. They would have prepared booklets with phone numbers and addresses of agencies that help students with the kinds of problems they wanted to share with Toma. As it was, they managed, on the spot, to print a page of social agencies and other emergency phone numbers and hand them out to students before they left. No one had expected such an overwhelming response from the students. Barr remembers, "Nobody thought this would happen in Medford."

Toma dramatically demonstrated to everyone in the Medford area the great need for a drug and alcohol awareness program. He spoke to parents on the night of October 27, telling them that they had to look at their own drug and alcohol consumption if they wanted to be effective with their children. On October 28, adults were again surprised when Toma spoke to 3,000 sixth, seventh, and eighth graders. Many of the younger students responded to him the way the older ones had. Barr says, "We were unprepared for the sophistication of drug use at that level." Members in the community had long suspected some degree of drug abuse among students, but the response to Toma was proof that many children were in varying degrees involved with drugs and alcohol and that the problem was not limited to older students.

Virginia Stewart says that David Toma was a dramatic opening for SODA, a figurative "can opener" who opened up channels of communication about drug abuse between children and adults, and between SODA and other agencies. Richard Slaven says, "We used David Toma as a 'calling card'

to get people's attention. Once we had their attention, it was impossible for them to deny the problem any more." Inspired by Toma and SODA, the entire community began discussing the problem and looking for ways to solve it.

Although SODA members were caught somewhat off-guard by the numbers of students responding to Toma, they were prepared, because of their prior careful planning sessions, with other projects for the schools and community that provided the necessary followup. The organization has grown from 20 members to 300, and SODA continues to touch many areas of the community, especially the school.

SODA's Accomplishments

One of SODA's unofficial mottos concerning their philosophy of progress was given to them by Dr. Slaven. He told the members, "It is better to do less and do it beter, than do a lot and not do it well." Following this advice, SODA committees have defined relatively small, measurable goals and objectives for themselves. Still, in eighteen months, the organization has been able to accomplish a remarkable number of objectives, some not related to the schools, some indirectly related, others directly related. By breaking into subcommittees, the organization has been able to cover a wide variety of community concerns. Virginia Stewart says of SODA, "They have just about every angle of community life covered. SODA can become political. It can become involved in school curriculum. It can sponsor speakers." This chapter describes the accomplishments of the six subcommittees.

Business and Industry Committee

The purpose of the Business and Industry Committee is to create an awareness of the drug problem among business and industry leaders and to encourage support of drug and alcohol abuse agencies. This committee sends out informative letters to area businesses and industries. It has sponsored a meeting where business and industry leaders met with representatives from social agencies and with students, some who had been involved in drugs or alcohol, others who had not. Arnold Green, manager of Youth Counseling Service division of Youth Works, praised the results of the meeting: "All types of people were together discussing

the community's drug problem for the first time." He agrees with the SODA attitude that open acknowledgement and discussion are mandatory first steps to the ultimate solution of the drug problem.

SODA is also concerned about adults who use illicit drugs or abuse alcohol. The Business and Industry Committee has begun work on alcohol and drug abuse programs for adults. It cosponsored for any interested employees and employers lectures by Dr. Joe Pursch on alcoholism and its effects on the job.

Law Enforcement Committee

SODA has taken an active and resolute stand against drugs. The organization works in close cooperation with law enforcement agencies, and the Law Enforcement Committee publicizes in the community laws on drugs and penalties for drug abuse and sale. The committee also serves to enlighten the community about drug traffic in Jackson County.

The committee has become politically active. Members have begun lobbying efforts against the sale of drug paraphernalia and for stronger laws regarding the sale of drugs. Members worked against the marijuana initiative proposed for the November election and were relieved when the initiative failed to receive the required number of signatures to put it on the ballot.

The committee works to encourage stronger enforcement of legal age limits for the purchase of alcohol and cigarettes. It works with police, the courts, and social service agencies to develop effective alternatives for rehabilitation of drug and alcohol abusers.

Community Information Committee

The Community Information Committee functions as the publicity committee for SODA members who have worked to make SODA highly visible by writing and encouraging articles in local newspapers. The committee sponsored a media workshop for all interestd SODA members.

Representatives from local newspapers provided media strategies on how SODA might successfully publicize its activities. Also members have designed a logo and had it printed on official letterhead.

The committee also provides the community with general information on drug abuse. It has cosponsored a drug resource guide booklet with addresses and phone numbers of local agencies equipped to help those with drug or alcohol related problems. The booklet was distributed to schools and the general public. The committee is currently publishing an informational booklet for students called, "Why Do You Think They Call It Dope?" The committee even sent out to every physician in Jackson County the latest medical information on the effects of marijuana from the American Medical Association with a cover letter explaining SODA's concerns.

To reach the general community, the committee has promoted a monthly drug question and answer column that runs in Medford's Mail Tribune entitled "Straight Talk." Questions, signed only by the initials of the writer, are researched and answered by two SODA members. They may cover any drug related topic from reasons for marijuana legislation to advice on how to cope with a child involved in drugs. Drug question and answer columns have also run in secondary school newspapers.

The schools have cooperated with this drive for publicity on drug awareness. Medford SD 549C has created a short commercial spot beginning with excerpts from the Toma presentation. The spot concludes with the question "Concerned about Drugs?" and gives a number for interested people to call.

Parent Education Committee

This committee was established to provide information and assistance for parents in the area of drug and alcohol abuse. It has worked to make parents more aware of the drug problem and of what community resources are available to help them and their children. It has encouraged the formation of parent support groups and has trained parents to become part of a support network for young people.

The committee began serious work even before Toma came. Twenty SODA members completed twenty four hours of inservice training in drug and alcohol abuse. These trained members in turn offered to parents thirty two drug and alcohol abuse presentations from November until the spring of 1982, at area schools throughout the Medford area. Some committee members received literature and films (see Appendix B) to find the most effective and accurate resources available for the adult classes as well as for regular school classes.

The Parent Education Committee sponsored a three-part seminar dealing with youth and their drug and alcohol related problems. On three consecutive Monday nights panels of experts including a judge, a drug counselor, and a doctor discussed and answered questions about marijuana, alcohol, and ways that parents can help their children. Over

200 parents attended each of the meetings.

The committee is currently working to create a Speakers' Bureau. They are collecting a file of names of community experts who are willing to speak on such topics as alcohol, drugs, children and behavioral problems, parenting, and the legal or medical consequences of drug abuse. Any community group wanting a speaker on these topics will be able to locate the best speaker.

School Curriculum Committee

Although SODA has indirectly affected the schools through the other committees and although the schools have shared secretarial and counseling staff, printing machines, meeting spaces, and other resources with these other SODA committees, the next two committees concentrate the most on the schools and students. The School Curriculum Committee's purpose is to promote continued drug awareness within schools. They are especially concerned with a K through 12 drug and alcohol awareness curriculum integrated into the regular curriculum.

To determine the level of sophistication of student drug use and knowledge, SODA gave 1,400 Medford Mid High students a computer scored survey. SODA members were assisted by Southern Oregon State College's Educational Psychology Department in the writing of the survey. To date, because of computer programming difficulties, the results have not been determined. However, when they are, committee members hope to use them to determine specific needs among the students.

Currently, the Curriculum Committee, made up of SODA volunteers, school counselors, teachers, and the principal of Medford Mid High, is

reviewing other drug and alcohol abuse curricula available around the United States. They are particularly interested in integrating a program into the K-12 health curriculum focusing, as Virginia Stewart explains, "on wellness in terms of self image, care of the body, and environment." The committee hopes to have their curriculum working in the schools within two years.

Youth Development Committee

After Toma appeared in Medford, the Youth Development Committee brought several projects into the area schools designed to aid students who were seeking help with their drug or alcohol related problems.

The committee sponsored a counseling workshop to train volunteer adults to work effectively with young people. Under the guidance of Arnold Green, twenty adults learned about the resources available for youths with problems. They were taught to screen young people so that they can refer the children to the appropriate agency. They learned active listening skills so they can work one-on-one with youths who aren't having, as Green explains, "a whole series of traumas and crises in their lives." These volunteers are on call for the two Medford School District junior high schools.

The Youth Development Committee also arranged to have twice a week noon-hour "brown bag" sessions for junior high school students who want to talk about drug or alcohol related problems with substance abuse counselors from Jackson County Mental Health Department. Attendance is voluntary, and the sessions often have as many as forty students. Virginia Stewart describes part of the situation, "There were some kids

who were willing to identify themselves and their problems. Others first came in and said they 'had a friend,' but after a while they could talk about themselves." SODA is planning to continue the lunches at Medford Mid High during the upcoming school year.

The committee has also promoted a class at Hedrick Junior High School called Project Listen. Originally intended as a one quarter experimental class, Project Listen became so successful for its student participants it has been offered as an elective each semester. The class is deliberately composed of a wide variety of students. Green describes the situation, using the students' terms: "The polarity in the class is tremendous. There are the 'Soces' (the socially accepted students, generally successful in school), the 'Goatropers' (cowboy-type students), and the 'Stoney's' (students thought to be using drugs, generally the students counselors are concerned about). The first week there are a lot of personality clashes, but once we get beyond that and start dealing with all of their problems they begin to understand and communicate with one another."

The classes are taught by school counselors. They also bring in people from community social service agencies who spend a day or two discussing their program and answering students' questions. The class serves as a peer group support system and helps the students understand themselves and each other better. It has given students problem solving, listening skills, and assertiveness training. A new objective for the coming year is to teach students time management and study skills so they will begin to meet with success in school.

One of the objectives of the Youth Development Committee is to

provide alternative activities to drug and alcohol use. To demonstrate that students can have fun without drugs and to establish a closer community among students at the largest high school in Oregon, SODA and student volunteers sponsored a "Get High on Yourself Week" at Medford Senior High School during the week of April 26, 1982. Judy Barr writes in the Medford School District's newsletter, "The event was purposely planned to precede the May 1st Junior/Senior Prom, a notorious time for alcohol use."

Frisbee contests, tug-of-wars, obstacle course races, mylar balloons with anti-drug slogans, a film on alcohol abuse, video tapes of Toma's Medford visit, and stage band concerts were all part of the lunch-time activities designed to encourage students to "get high on life" instead of drugs and alcohol.

These six committees have accomplished an extraordinary amount in a short time. Each meets once a month to discuss progress and plan for the future of SODA and the future of Jackson County. The steering committee--made up of subcommittee chairpersons and other community leaders--meets once every two months to do the same thing. The next section will present some of SODA's plans for the 1982-83 school year.

SODA's Future Plans

Many of SODA's future plans are directly related to the public schools. The organization supports the inservice workshop planned for all Medford Mid High School teachers the first week of this school year. The workshop organizers hope to increase teacher sensitivity to and awareness of the drug and alcohol abuse at that school level.

SODA is working with Medford Mid High students who will help new students adjust to the new school. They are planning freshmen orientation and intramural sports to make students feel more comfortable among the large student body. Medford Mid High students have discussed plans to visit the junior high schools to talk to the younger students about the upper grades and to begin a buddy system organization so the younger students will "recognize a friendly face when they get to ninth grade," says Judy Barr. She adds, "Kids will do anything to fit in, to feel more comfortable, including take drugs or drink. We want to make them feel comfortable when they get to Medford Mid High School."

The Parent Education Committee is targeting sixth grade parents and students in the Medford School District. Their ultimate goal is, as Barr says, "to see if what we're feeding into the junior high schools is a more drug educated parent, and a student who is better educated, more leery, and has more self-esteem so that he won't get involved in drugs."

Two committee members will meet with each elementary school principal in the district and serve as a resource person throughout the school year. They will also talk to each sixth grade teacher in the district to introduce themselves and tell the teachers that a SODA representative is available to help them and that other community

resources are available. Parent Education Committee members will also sit on the Citizen's Advisory Committee in each elementary school.

The committee will be sending an open letter to every parent of a sixth grader in the district. The letter will introduce SODA, describe its purposes and goals, and invite parents to contact them for advice, or to join. Along with the letter, members will send out a handout that outlines signs parents should watch for if they suspect their child is on drugs.

A large part of SODA's future is tied into the Channel One grant that the organization applied for and received during the first half of 1982. Channel One is a \$10,000 federal grant through the National Institute on Drug Abuse which is awarded to communities "that can show a united community effort to establish programs designed to provide alternatives to drug abuse" (from SODA's Channel One Proposal Summary). Because a primary component of the grant is the support of private industry, Pacific Northwestern Bell agreed to cosponsor the project along with SODA and Youth Works, Inc. The funds are to go into projects that provide alternatives to drug abuse and that will eventually become self-supporting.

SODA's Channel One grant has fallen under the jurisdiction of the Youth Development Committee. Members are planning to organize a media arts program, including a graphic arts print shop and a news program, directed and produced by youth, on the local public television station. In both projects, students will learn skills in such areas as printing, graphic arts, selling and advertising, writing, and video production. SODA will also be able to make use of these projects for publicity channels.

Conclusion

SODA is a program that would be difficult for a community to import in its entirety. SODA's success is based on a combination of many factors: exceptional leadership; cooperation among community groups, businesses, schools, parents, law enforcement officials, and social service agencies; and a community that wants to improve its quality of life. Not everyone in Jackson County supports SODA, but many of its most influential people actively do, and that support accounts for much of its success.

Public school administrators, however, will find parts of the SODA accomplishments useful in their districts. The lists of published materials and films, the inservice programs, the Project Listen class, and the "Get High on Yourself" activities might fit into a school's or district's program.

Several SODA members were asked by the author to give suggestions to administrators who see the need to form some kind of drug awareness program in their schools or communities. Eileen Ashpole, Medford SD school board member, says, "Don't ignore the problem. Children are coming to school high and their ability to learn is severely impaired. Then work with your parents. Times are changing and there is a lot more parental support for dealing with the drug problem than a few years ago. Concentrate on drug abuse prevention."

Richard Slaven advises those who would begin a drug awareness program to get the support of the top community leaders from a variety of areas. He also advocates careful outlining of goals, purposes, and objectives.

Virginia Stewart says that it is the duty of the administrator to see that "the climate of the school must be right for a drug awareness program. There are a lot of schools where punishment is the only alternative so a lot of drug traffic goes underground." She definitely does not, however, advocate harboring drug offenders. The Medford School Board policy of informing the parents and meting out consequences is strictly enforced when a student is caught in the act of using or selling or is caught in possession of a controlled substance.

But when kids want to talk or find help for themselves, she feels the attitude of the school should be open and caring. "The school person should make the kids understand that his or her first and foremost concern is them. Getting to know and understand one kid and helping him by either getting him to the resources of the community or whatever is necessary to build that kid's self-esteem will become critical to his going out to other kids and saying its okay. That's finding something that opens the communications network."

SODA has opened up many channels of communication in Jackson County. Its careful organization, widespread influence, and concerned leadership guarantee a program with a long and productive life. Anyone interested in finding out more about the program may contact:

Virginia Stewart
Co-Moderator of SODA
Principal, Hedrick Junior High School
1501 E. Jackson
Medford, OR 97501
(503) 776-8778

Appendix A

These are the original long-term goals, purposes, and objectives of the Southern Oregon Drug Awareness task force and of its six subcommittees. The six subcommittees still exist, though some objectives have been modified, changed from one committee to another, or added. Each committee also develops short-term goals and tasks, but this outline has served as the framework for the total program.

SOUTHERN OREGON DRUG AWARENESS

(SODA)

LONG-TERM GOALS

Southern Oregon Drug Awareness (SODA) Committee is a new organization in the Jackson County area with the following long-term goals:

1. To create an awareness of our substance abuse problems and to help in their solution;
2. To provide support for and supplementary direction to county agencies that strive to create a positive environment in which to live; and
3. To eliminate all retail sales of drug-related paraphernalia in Jackson County.

TASK FORCE SUBCOMMITTEES AND OBJECTIVES

1. SCHOOL CURRICULUM

PURPOSE:

To promote continued drug awareness and to stimulate interest within schools.

OBJECTIVES:

1. Assess drug education curriculum throughout Jackson County
2. Review drug education curriculum of other school districts
3. Find and provide resource people and materials for substance abuse programs
4. Develop a list of qualified in-house staff for teacher inservice presentations.

2. LAW ENFORCEMENT

PURPOSE:

To inform the community about laws on sale and use of drugs, alcohol, and cigarettes; to enlighten the community about drug traffic in Jackson County; and to explain what police can do and have done about drug and alcohol abuse.

OBJECTIVES:

1. Publicize laws on drugs and penalties for drug abuse and sale
2. Encourage stronger drug enforcement on school campuses
3. Encourage stronger enforcement of legal age limits for the purchase of alcohol, cigarettes, and drug paraphernalia
4. Explore alternatives for rehabilitation for both adult and youth offenders
5. Publicize reasons why Jackson County is one of the centers of drug trafficking.

3. PARENT EDUCATION

PURPOSE:

To provide information and assistance for parents in the area of drug and alcohol abuse.

OBJECTIVES:

1. Find a means of changing the values and peer pressure in our community
2. Develop widespread organization of parent sharing groups
3. Offer quality drug programs for use by parent groups
4. Actively distribute ways to recognize symptoms of drug and alcohol abuse in young people.

4. YOUTH DEVELOPMENT

PURPOSE:

To provide alternatives to drug use.

OBJECTIVES:

1. Establish peer pressure groups
2. Provide drug alerts on contents of current area drugs
3. Establish on-going line of communication with school leaders and administer and analyze student survey
4. Explore and expand alternatives to suspension for drug offenses on school grounds.

5. COMMUNITY INFORMATION

PURPOSE:

To inform citizens of Jackson County of the activities of Southern Oregon Drug Awareness (SODA) Committee.

OBJECTIVES:

1. Collect and prepare information for Handbook which shall include drug and alcohol abuse agencies and alternative programs and telephone numbers
2. Provide specialized informational programs through television and radio
3. Provide continuing articles on drug and alcohol abuse through county newspapers
4. Provide a calendar in county newspapers and school publications on drug and alcohol abuse workshops, seminars, courses, and television programs available in the local area.

6. BUSINESS AND INDUSTRY

PURPOSE:

To create an awareness in business and industry and to encourage support of the drug and alcohol abuse agencies.

OBJECTIVES:

1. Send an informative letter to all businesses and industries
2. Hold a meeting of key business and industry leaders for purposes of awareness
3. Consider providing programs for employers and employees for drug education and rehabilitation
4. Conduct a survey of employees' drug and alcohol use.

Appendix B

This is a March 1982 list of films reviewed and recommended by the Parent Education Committee. The members reviewed several other films on drug and alcohol abuse but for various reasons didn't find them as helpful as they needed. These films are shown in the parent drug education classes or in the student classes.

"Desperate Lives"

Beta Max, approximately 1 1/2 hours, 1982

A dramatic portrayal of a teenager's involvement with drugs. Also explores the feelings of the family members and school personnel.
Rec: Highly recommend to teenagers and parents.

"The Drug Problem: What Do You Think?"

FB 798 Motion Picture, 17 min., 16mm, 1972

Questions probed in this film reveal the scope of the drug problem and its dangers. Looks at the medicine cabinet and street drugs.

Rec: Good General presentation
9th grade - adult

"11:59 Last Minute to Choose"

FB 347 Motion Picture, 27 min., 16mm, 1971

An excellent portrayal of the drug scene by young people who have experienced drugs. Hospital scenes of overdoses and shooting up would require discussion with students.

Rec: Teenagers
Has been shown to 6th graders

"Drugs and the Nervous System"

FB 268 Motion Picture, 10 min., 16mm, color

Classifies the drugs and then graphically explains the effects of the drug on the organs and body systems. Psychedelic illustrations are excellent.

Rec: 5th grade through adults

"For Parents Only: What Kids Think About Marijuana"

Motion picture, 30 min., 16mm and video cassette 1/2 and 3/4

A documentary film focusing on young people talking about their marijuana usage revealing their beliefs, thoughts, feelings, and fears. Also includes discussions with young people's parents, their anxieties and search for solutions. A psychiatrist and two youth counselors offer factual information and insights.

Rec: Excellent for parents

"It Can't Happen to Me"
Motion Picture, 16mm, color

Lisa who is new in school meets Rick, who has a serious drinking problem. Rick is injured as a result of abusive drinking and Lisa becomes an alcoholic. It follows them through transition periods and shows the steps they take to turn their lives around.

Rec: 9th through 12th graders

Excellent acting and not overly dramatic

"The Last Prom"
FB 945 Motion Picture, 24 min., 16mm, 1979

Story of four teenagers who are involved in a fatal car wreck the night of their prom. Focuses on peer pressure and whether to go along or act how they feel is right.

Rec: 9th through 12th graders

Excellent contemporary film

"Teenager Turn On - Drinking and Drugs"
FB 844 Motion Picture, 38 min., 16mm, 1977

An overall view of a serious problem, teenage drinking and drugs. Presents some solutions and alternatives through interviews with teenagers. Shows detoxification centers and halfway houses as a part of the solution.

Rec: Teenagers and parents

"Understanding Alcohol Use and Abuse"
FB 925 Motion picture, 12 min., 16mm

Outlines the four stages of inebriation and demonstrates how alcohol can disrupt the drinker's mental and emotional responses. Explains the clinical physical effects of alcohol on the body and explores the reasons people choose to drink.

Rec: Very informative. The cartoon format may limit it to 6th - 8th graders.

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- "Straight Talk." (monthly column), The Mail Tribune, Medford, Oregon (May 2, 1982), section B, p. 11.

Interviews

Eileen Ashpole, school board member, Medford SD 549C; chairwoman, Youth Development Committee, Southern Oregon Drug Awareness; governing board member, Oregon School Study Council, University of Oregon. Interview, August 2, 1982.

Judy Barr, finance director, Southern Oregon Drug Awareness, Medford, Oregon. Interview, August 2, 1982.

Arnold Green, manager, Youth Counseling Service Division, Youth Works, Inc., Medford, Oregon. Telephone interview, August 18, 1982.

Richard Slaven, assistant superintendent, Medford SD 549C, Medford, Oregon. (Effective the current school year, Dr. Slaven is superintendent, Redmond SD 2J, Redmond, Oregon.) Telephone interview, June 8, 1982.

Virginia Stewart, principal, Hedrick Junior High School, Medford SD 549C, and co-moderator, Southern Oregon Drug Awareness, Medford, Oregon. Telephone interview, August 17, 1982.